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CINCINNATI
OHIO, U. S. A



CONTENTS

Cover Design.....	Eichner & Bank
Editorial	Page 2
Where the Public Eye Looms Large—A. Bart Horton.....	3
A Sweet Singer of Folk Song—Rebecca Laughlin.....	4
Agricultural Department.....	6
A Honeymoon Hold-up—A. Bart Horton.....	9
Domestic Science Department.....	10
Kentucky's Apple King—E. J. Paxton	13

EDITORIAL

REMEMBER THE ADVERTISER.

EVERY magazine and every magazine section depends solely upon the advertiser for its existence. Remember this. We are giving you the best magazine section that is published, and it contains reading matter that is of great value to you. The future of this magazine section lies to a great extent in your hands. It does not require much effort on your part to answer advertisements, and any advertisements that appear in this magazine section are only of high-class nature. We have refused to accept anything else. Co-operation is one of the main essentials for the success of any business enterprise. We ask for your co-operation. It may be possible that you may not desire to purchase, just now, some special article advertised, but you may need it some time, and it is an easy matter to secure valuable information by writing to the advertisers at once. If the advertiser does not secure even inquiries, he states to us, "The people that your publication reach are of no value to us, from an advertising standpoint. They do not even make inquiries, much less purchases." We are constantly receiving letters of commendation, not only from the newspapers associated with us, but from their subscribers. While we are more than glad to receive these letters, it is even of greater importance to us to have our advertiser satisfied, and to have him say, "I am receiving many inquiries from my advertisement in your magazine section. It is proving of value to us, and we propose to continue advertising."

FOR FUTURE USE.

WE are in receipt of a letter from a prominent farmer in the central part of Kentucky in which he states that he has found more valuable information in the columns of this magazine section than in any other farming publication that he has ever read. "I am saving," writes he, "every copy of this magazine section and am filing them away together. I would suggest that my fellow farmers follow my plan." We are more than glad to receive communications of this nature and the suggestion contained in this letter from a practical farmer should be of great value. Our agricultural articles are written by men of absolute authority in their various lines. Their expert knowledge has been gained by research and experiments and by keeping in close touch with progressive agricultural men all over the world. Articles emanating from such sources are too valuable to be idly read and thrown away. Keep them where you can lay your hands on them and they will prove of value to you in the future.

Do You Want Your House to Burn?

FIRE-PROOF PAINT

EASILY OBTAINED—Ingredients can be had in your Home Town—
WE SELL THE FORMULA

We will ship you a sample of this paint, either in the white or the light color, (which closely resembles varnish). You can test it—if it fails to do what we claim for it, you have lost nothing; you can Fire-proof your basements and out-buildings, the interior of your home or anything you wish to preserve—it resists moisture.

We have concentrated the blaze from a blow torch (on wood that was given one coat) for eleven minutes, and in no instance has a flame resulted—this is a powerful heat. Remember we sell you the formula very cheap. The cost of the material which you can get in your home town and mix it yourself, is less than one-half the cost of ordinary paint.

J. W. DURNELL

41 E. Fourth Street
CINCINNATI, OHIO

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